

**AMENDMENTS TO THE CLAIMS**

Please cancel claims 13, 76-78 and 81-87, amend claims 12, 14-19 and 21-22 and add claims 88-118 as indicated among the following complete set of pending claims:

Claims 1-11. (canceled).

CI  
S17  
Claim 12. (currently amended) A computer system for optimizing an advertising schedule, the computer system comprising:

a CPU;

a memory coupled to the CPU;

a database residing in the memory, the database containing a plurality of [person-by-person] audience member data [files], the plurality of [person-by-person] audience member data indicating exposure of each corresponding audience member to at least one of media and advertisements;

a database mining engine residing in the memory; and

[a data conversion mechanism residing in the memory, the data conversion mechanism comprising a mechanism for converting data from a first data format to a second data format; and]

a [graphical] user interface residing in the memory and being executed by the CPU, wherein the [graphical] user interface provides a plurality of choices for improving and optimizing [the] an advertising [schedule] plan for presentation to a plurality of audience members according to a plurality of indices.

Claim 13. (canceled).

C1  
Claim 14. (currently amended) The computer system of claim 12 wherein the plurality of indices includes at least one of an exposure valuation index, an audience valuation index, an exposure recency index, a response index and a cost index.

Claim 15. (currently amended) A program product comprising:  
an advertising plan optimization mechanism, the advertising plan optimization mechanism iteratively modifying an [base] advertising [schedule] plan to achieve one of an improved and an optimal advertising [schedule] plan; and  
signal bearing media bearing the advertising optimization mechanism.

Claim 16. (currently amended) The program product of claim [16] 15 wherein the signal bearing media comprises transmission media.

Claim 17. (currently amended) The program product of claim [16] 15 wherein the signal bearing media comprises recordable media.

Claim 18. (currently amended) The program product of claim [16] 15 further comprising a plurality of indices which are utilized by the advertising plan optimization mechanism to iteratively modify the [base] advertising [schedule] plan.

C1  
Claim 19. (currently amended) The program product of claim 18 wherein the plurality of indices comprises at least one of an exposure valuation index, an audience valuation index, an exposure recency index, a response index and a cost index.

Claim 20. (original) The program product of claim 15 further comprising a data conversion mechanism, the data conversion mechanism comprising a mechanism for converting data from a first data format to a second data format.

Claim 21. (currently amended) The program product of claim 20 wherein the first data format is a plurality of [television viewing] media exposure records [received from A.C. Nielsen] and the second data format is a plurality of variable length records which describe changes in media-related access data for a target audience.

Claim 22. (currently amended) The program product of claim 20 wherein the first data format is a plurality of [television viewing] media exposure records [received from A.C. Nielsen] and the second data format is a binary representation of the plurality of [television viewing] media exposure records.

Claims 23-87. (canceled).

C2  
sub 1  
Claim 88. (newly added) The computer system of claim 12 further comprising a data conversion mechanism residing in the memory, the data conversion mechanism configured to convert data from a first data format to a second data format.

C2  
Claim 89. (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on television.

Claim 90. (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to television programs.

Claim 91. (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on at least one of radio, magazines, newspapers, world wide web, printed materials and electronic media.

Claim 92. (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements on at least two media types.

Claim 93 (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to advertisements by household.

Claim 94. (newly added) The computer system of claim 12 wherein each audience member data indicates exposure to advertisements by at least one person.

Claim 95. (newly added) The computer system of claim 12 wherein the audience member data indicate exposure to at least one of media and advertisements by a sampling of audience members.

Claim 96. (newly added) The program product of claim 21 wherein the media exposure records comprise television viewing records.

Claim 97. (newly added) The program product of claim 21 wherein the media exposure records comprise television viewing records produced by A.C. Nielsen.

C2  
Claim 98. (newly added) A method of calculating the value of exposure of an audience member to an advertisement, the method comprising the steps of:

determining an exposure value representing the exposure of the audience member to the advertisement;

determining a characteristics value for the audience member representing at least one of demographic characteristics and lifestyle characteristics of the audience member; and

combining the exposure value with the characteristics value to produce a combined value of exposing the audience member to the advertisement.

Claim 99. (newly added) The method of claim 98 wherein the step of determining an exposure value comprises using a weighted effective frequency method to determine the exposure value.

Claim 100. (newly added) The method of claim 98 wherein the step of determining an exposure value comprises using a time weighted effective frequency method to determine the exposure value.

C2  
Claim 101. (newly added) A method of calculating a score for an advertisement, the method comprising the steps of:

determining a separate exposure valuation for each of a plurality of audience members to the advertisement;

determining a separate audience valuation for each of the plurality of audience members;

combining the exposure valuation with the audience valuation for each of the plurality of audience members to produce an audience/exposure value for the advertisement for each audience member,

combining the audience/exposure values for each of the plurality of audience members; and

adjusting the combined audience/exposure values using one or more of a recency index, a response index, and a cost index to calculate the score for the advertisement.

Claim 102. (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises using forecasted exposure estimates to determine the exposure valuation for the audience member.

Claim 103. (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises the step of using historical exposure data to determine the exposure valuation for the audience member.

C2  
Claim 104. (newly added) The method of claim 101 wherein the step of determining the separate audience valuation comprises the steps of:

assigning a separate characteristics value for at least one of a plurality of demographic characteristics for the audience member; and

combining the separate characteristics values to calculate the audience valuation for the audience member.

Claim 105. (newly added) The method of claim 104 wherein the step of combining the separate characteristics values comprises multiplying the values together.

Claim 106. (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises using a weighted effective frequency method to determine the exposure valuation.

Claim 107. (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises using a time weighted effective frequency method to determine the exposure valuation.

Claim 108 (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises using an average frequency method to determine the exposure valuation for each of the plurality of audience members to the advertisement.

Claim 109 (newly added) The method of claim 101 wherein the step of determining the separate exposure valuation comprises using an effective frequency method to determine the exposure valuation for each of a plurality of audience members to the advertisement.

C2  
Claim 110. (newly added) The method of claim 101 wherein the step of adjusting the combined audience/exposure values comprises using at least one of a recency index, a response index, and a cost index to calculate the score.

Claim 111. (newly added) The method of claim 110 wherein the step of adjusting the combined audience/exposure values comprises multiplying the combined audience/exposure values by at least one of a recency index and a response index, and dividing by a cost index to calculate a score.

Claim 112. (newly added) The method of claim 101 wherein the step of combining the audience/exposure values comprises summing the audience/exposure values for each of the plurality of audience members for the advertisement.

Claims 113. (newly added) The method of claim 101 wherein the step of determining the separate exposure valuations comprises using predetermined formula to determine the separate exposure valuation of each of the plurality of audience members to the advertisement.



C2  
Claim 114. (newly added) A method of modifying an advertising plan to achieve an improved plan, the method comprising the steps of:

determining a separate score for each advertisement in an advertising plan using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;

selecting at least one advertisement from the advertising plan for removal from the plan based upon the score; and

removing the selected at least one advertisement from the advertising plan.

Claim 115. (newly added) The method of claim 114 wherein the step of selecting at least one advertisement from the advertising plan for removal comprises a user interactively removing the at least one advertisement from the advertising plan.

Claim 116. (newly added) The method of claim 114 wherein the step of selecting at least one advertisement from the advertising plan for removal comprises automatic removal of the advertisement based upon predetermined parameters.

C2  
Claim 117. (newly added) A method of modifying an advertising plan to achieve an improved plan, the method comprising the steps of:

determining a separate score for each advertisement in the advertising plan, using at least one of an exposure index, an audience valuation index, a recency index, a response index, and a cost index;

determining a separate score for each advertisement being considered for inclusion in the advertising plan;

selecting at least one advertisement from those being considered based upon the score; and

adding the at least one selected advertisement to the advertising plan.

Claim 118. (newly added) The program product of claim 15 wherein the advertising plan optimization mechanism is configured to iteratively modify the advertising plan using at least one of an exposure valuation index, an audience valuation index and an exposure recency index.

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